

Contacts

VOLUME 2, NO. 4, APRIL 1966 — PUBLISHED MONTHLY FOR AND BY EMPLOYEES OF EATON'S WESTERN DIVISION



Sweat, sand and soil barricaded the Seine River from the split level home designed and built by Gary Filyk, standing center. Forty Eaton men hoisted 11,000 sand bags to build an 8 foot dike at the back and side.



Sensible flood fashions are tested by Linda Robertson: white vinyl Swiss gad-about jacket and cap, English silhouette bather and smashing hip waders. Snorkle and swim fins optional.

Mother Nature Meets Her Match

Take a million-odd sandbags. Throw in several thousand foot-sloshing volunteers, a regiment of weather-hardened soldiers. Tack on a half-dozen snorting bulldozers, a few navy pumps, an expanse of knee-deep Manitoba gumbo, and a wealth of experience from the 1950 flood.

Add human qualities of strength and endurance and there you have it - all the ingredients in the formula to save the community from the destruction-hungry Red River.

With the threat of an onslaught, many Eaton men and women flexed their muscles at the dikes, carried furniture to higher levels, or evacuated their homes. The Store telephone board and delivery fleet stood ready for emergency service.

The valley escaped relatively unscathed from the swollen rivers. People knew what to expect and they were prepared.

Soldiers formed a human chain to build a dike around Elm Park where 170 families were evacuated.





The Lady Who Sets the Fashion Pace

Lillian Vadeboncoeur - Fashion Co-ordinator

Mrs. Lillian Vadeboncoeur is the kind of fashion expert other experts listen to. And with good reason.

Her market knowledge, merchandising experience and ambitious thinking provide solid ground for shaping Eaton's fashion image.

"Fashion is the strongest motivating force a department store has," Mrs. Vadeboncoeur stated. "It is the force which captivates the consumer and decides merchandise leadership in a community." She emphasized fashion no longer refers to price but to fresh, new, quality merchandise timed to the customers' wants.

Determined to set high standards for the Company, she is never content with second best or the easy way. The result has been a close involvement with many fashion merchandising firms for the Company, including reorganization of the fashion floor into co-ordinated departments for Juniors, Misses and Women . . . the portrayal of a daily rather than seasonal fashion image . . . and the development of fashion programs designed for specific groups of customers with similar desires (business women, teenagers, brides).

To keep Eaton's fashion pulse beating well ahead of the trends, the Co-ordinator looks at least a year in advance.

She visits and corresponds with leading fashion centres, and studies reports to determine what styles will be important and when. From this information she presents a complete fashion plan to the merchants, considering up-coming styles, co-ordination of accessories, promotions and sales potentials.

It is her job to see all fashion programs put into operation . . . which calls for daily consultations with merchandisers, sellers, display men, advertising staff and top management.

She assists in the establishment of new areas such as the Town House and the College and Career boutique. She co-ordinates special promotions from outside firms like the Wool Bureau or Cel-Cil Fibres Ltd. And she supervises approximately 85 formal and informal fashion presentations in a year.

Mrs. Vadeboncoeur's days are fast-paced, cluttered with meetings, telephone calls, merchandise reviews and interviews. Through all this, she remains poised, gracious and beautifully groomed. A perfect example of the total woman in tune with the business and fashion worlds — armed with imagination and drive.

* Luncheon date with visiting personality Darlene Todonchuk, 1966 Fur Trapper Queen, and Tom Miller, Public Relations Manager.

** Window and floor displays for the spring "Hothouse Greens" promotion are planned with Lorne Cameron, Display.

*** She directs informal modelling on the fashion floor.



The Bridal Shop is supervised by Mrs. Vadeboncoeur. A bride's ensemble is discussed with Mrs. Zelda Weber, Bridal Consultant.

Fashion trends in gloves are reviewed with R. M. Clark, Commodity Merchandiser.





1

Women Make a Habit of a Hat

Jaunty hats have popped out of their Sunday boxes to pose each day with fashionable business women. Millinery no longer gathers cobwebs from one wearing to the next, for women are making a habit of wearing hats.

Mrs. Lillian Vadeboncoeur, Fashion Co-ordinator, credits the desire for millinery to a "youth snap" which has invaded the fashion world and promoted the total look.

"A hat is an important accessory in the coordinated wardrobe," she stated. "It is also the item which gives us character, mood and a particular spirit." She added that a hat is one of the most feminine objects which allows a woman to be young, dashing, coy, sophisticated, or whatever she chooses.

"There's a hat for all ages and all faces," Mrs. Vadeboncoeur stressed, "and the whole ensemble can be enticing with matching blouse, scarf, dress or coat."

Although there is not one single "look" this year, the soft-hat maintains a dominant position featuring distinctive brims or no brims at all. A variety of fabrics in vivid and subdued shades are seen alone or in conjunction with straws.



2



3

1 Ann McCarthy, above left, sports a zingy straw roller with red and white taffeta crown.

2 The marriage of a softly draped print turban to a matching shell whispers feminine flattery for Diane Boulbee.

3 A big brimmed shiny straw breton is the choice of Marj McRae, and Emily Brodowich favors a chic two-color linen cloche.

4 Linda Wishart's perky white leather newsboy cap is the right companion for a sporty trenchcoat.



4

Misfits Destroy Fashion

A woman can look like a million in a \$20 dress when it fits properly. But she will never rate a second glance if her \$50 favorite sags here and puckers there.

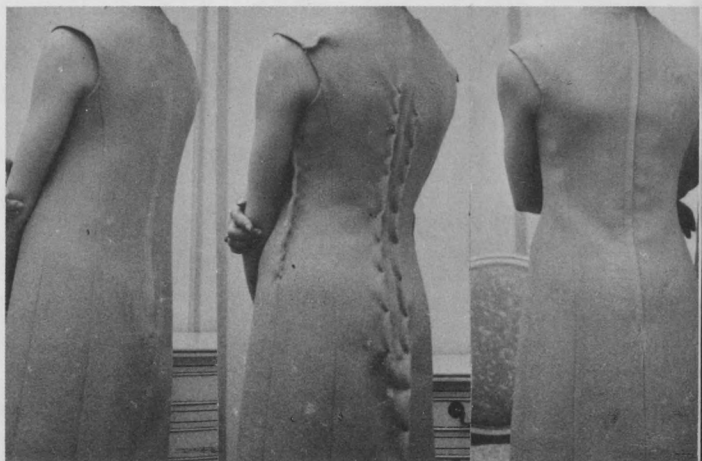
When shaking out a spring and summer wardrobe, women should check for five common problems encountered by the Ladies' Alterations Workroom: crooked hems, wide shoulders, misplaced darts, short-waist bulges, and skirts too loose or too tight.

"Every woman's figure has quirks," explained Mrs. Nuria Clotet, workroom supervisor. "She might have one hip lower than the other, slightly rounded shoulders or a long waist." Whatever the problem, a person should seek one fitter who will shape all garments to the body lines.

Over 25,000 items are handled in a year by the 40 workroom specialists. In addition to ordinary projects, dressmakers, tailors and seamstresses undertake difficult jobs seldom done elsewhere. They join and line knitted coats, finish home-made outfits, adjust knitted waist bands and shorten sweaters.

The Alterations Workroom caters to women who want a perfect fit with quality construction, backed by a guarantee, Mrs. Clotet concluded.

The fashion-right woman, who doesn't care to be a misfit, will follow the rule, "If the dress fits, wear it. If it doesn't, don't."



Alterations mold smooth, natural lines.



Bust darts are too high.



Jacket bulks in back.



Howling Dogs Save Life

The bedroom was swirling with smoke when Mrs. Roger Winton was wakened at midnight February 23, by the barking of dogs. In minutes, she released the two Golden Labs and two Newfoundlanders from their kennels and notified the fire department.

But a 35 mph wind whipped the flames through the country home, completely levelling it in half an hour. Roger Winton returned from Regina the next day, thankful to "man's best friend" for his wife's life . . . and that of the new baby to be born in one month.

Permanent Press - Myth or Miracle?

by Guy Cryer

In recent months, the impact of Permanent Press garments has been apparent in news media and on sales counters across the country.

Research scientists have found fabrics comprised of 65% polyester fibre and 35% cotton treated with certain resins and "cured" or baked at high temperatures, obtain qualities not common to other materials.

The public reaction, initially, was one of skepticism, no doubt remembering past failures of other so-called "miracle" fabrics.

The outstanding virtue of Permanent Press fabric is its ability to maintain a fresh and unwrinkled appearance through innumerable wearings.

You can actually machine wash these garments, but the secret is in the tumble drying. After tumble drying, Permanent Press clothing emerges fresh and renewed, without having to be ironed or pressed.

Manufacturers claim Permanent Press clothing is neater, since more care has to be taken in cutting, sewing (to avoid puckering seams) and final pressing.

Is it possible to take a three-week trip to Europe with no more luggage than an airline shoulder bag? With a complete Permanent Press outfit, it is. As you travel, the hotels you choose will probably be equipped with coin-operated laundering and drying machines. When an outfit needs refreshing, simply drop it into one of these machines, and retrieve it half an hour later — ready for wear.

In future months and years, added applications will be found for Permanent Press fabrics, probably in draperies, tablecloths and bedroom linens, where shape is important.

Because the public has given it an enthusiastic reception, retailers everywhere are sure Permanent Press garments will have a permanent place in everyone's wardrobe.

Recent Appointments

WINNIPEG STORE

Miss M. MacKelvie, E.D.P. Project Supervisor.

MOOSE JAW STORE

E. W. Klinck, Sales Supervisor, 209, 236, 244.

SASKATOON STORE

F. W. Harrington, Sales Supervisor, 209 and 244.

J. R. Scott, Control Supervisor, General Office.

WESTERN DIVISION CATALOGUE

R. Derry, Store Manager, Heavy Goods Store, Estevan, Saskatchewan.

K. Sawchyn, Store Manager, Heavy Goods Store, Melville, Saskatchewan.

E. Leish, Resident Store Manager, Heavy Goods Store, Terrace, B.C. (Reporting to Mr. J. Nicholas, Store Manager, Kitimat, B.C.)

J. Graham, Catalogue Merchandise Control Supervisor.

CONTACTS

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ENTHUSIASTIC BRANDON EMPLOYEES attended a six week Retail Sales program presented by the Chamber of Commerce.

Front Row: (left to right) — F. W. Taylor, Mrs. J. Holisko, Mrs. M. Carey, Mrs. M. Hammer, Mrs. E. Liggett, Miss B. K. Benson.

Second Row: (left to right) — Mrs. M. Sharratt, Miss V. MacDermid, Miss B. Wilde, H. W. Allen, Mrs. A. Bjarnason.

Third Row: (left to right) — H. Dueck, T. Sutherland, W. E. Cavanagh, L. Sinkinson.

Back Row: (left to right) — H. Rourke, G. M. Coleman, W. Black.

Conscience Guides Repentant Sinner

Proof that urchins suffer pangs of guilt after snitching goods from Eaton's, came to the Port Arthur Store in the form of a small, insignificant-looking parcel.

Under the brown wrapping, cushioned in tissue paper, was a tiny seascape picture with three quarters taped to the back. The enclosed letter read, "About 28 years ago when I was 9 years old, I stole this picture. For years it has bothered me and today I felt I must return it. The value of 75c is placed on the back. Hoping you will understand. (Signed) A Sinner."



Helping hands are extended to E. Sigvaldson, newly elected 1966 president of the Eaton Employees' Charitable Fund. Left to Right: Alice Tremblay, recording secretary; Sigvaldson, Bernie Christeanson, past president; Vic Fotheringham, secretary-treasurer. Not pictured: Miss M. McKenzie, vice-president.



Master salesmen in the commissioned section of the Spring Home Furnishings Sales Contest were Mike Kubara, Gordon Beck and Bill Stanko.



Whether they want elegant or recreational furniture, customers look to Mrs. F. Boyson and Mrs. F. Laurin, top sellers in the Spring Home Furnishings Sales Contest, salaried division.

Executive Appointments Announced

David Kinnear, Executive Vice-President and Chief Executive Officer of The T. Eaton Co. Limited has announced the appointments of five executives to senior Head Office positions of the Company.

Donald Fraser Wilson, appointed Secretary of the Company, has been Assistant Secretary of the Company since 1954, and has served as Executive Secretary to the Board of Directors since 1963.

Alan R. Marchment, appointed Treasurer, was formerly Assistant Treasurer.

John Craig Eaton becomes Company Personnel Manager. Mr. Eaton was previously Divisional Merchandiser, Fashion Accessories in Toronto.

Frederick Ross Johnson is appointed Company Merchandise Manager. His previous appointment was Divisional Personnel Manager, Pacific Division.

William Kenneth McCourt was Divisional Research and Development Manager, Western Division before being appointed to his present position of Company Operating Manager.



The Brandon Chamber of Commerce named Mrs. Lorna Kirkpatrick "Clerk of the Week" in a six week campaign to promote sales excellence.



"Any kind of writing — if the writer is a conscientious craftsman — is hard-slogging, gut-straining work."

Robert Collins, Associate Editor,
The Reader's Digest (Montreal).
Author, "The Legend of the Devil's Lode",
"Rory's Wildcat".



"Don't waste energy talking about your ideas — write them. Every writer is a dreamer but you must be a doer too."

Rosemary DeGraff, Eaton copywriter
and freelance writer.



"Your feeling for a story must be so strong you want to share it with others."

Nan Shipley, Winnipeg freelancer
and author of 8 books including,
"Return to the River",
"The Railway Builders".

Dust Doesn't Gather On Canadian

As sales soar, publishers welcome new Canadian authors.

Three prominent writers tell how you, too, can write a book.

Last year, Canadian books increased in sales by more than 50% at the Winnipeg Store book counter, capturing 11% of the total market. Each month, when ten best-sellers were displayed, four were usually Canadian.

Hugh Sutherland, Sales Supervisor, attributes this success to an overall increased interest in buying books, and a growing emphasis on the history, conflicts, and opportunities in Canada.

With the approach of our Centennial and a growing pride in the country, the climate is ripe for those who harbour secret desires to press their thoughts between hard covers. You, and fellow employees, may have the potential to make your marks in the book industry.

Authors Need Discipline, Determination

Less than one person in a hundred who says he is going to write a book "someday", fulfills his dream. More find comfort in talking about a long-pondered book than in actually producing one.

Why does one would-be author succeed and another fail?

"Too many people think writing is a glamour business," offered Robert Collins, Saskatchewan-raised writer, editor and auth-

or. "In a way it is. It's enormous fun but it's enormous work too, salted with disappointment."

Having sold more than 100 magazine articles before attempting his first book, Collins observed that the people who succeed are the ones who want to write so strongly they can taste it. "They plug away because they love the business of finding a story — be it fiction or non fiction — and putting it into the best words possible."

Nan Shipley, one of Canada's leading historical fiction writers, noted too many people put off their writing ambitions because they have too many other things to do.

A solution to the "stalling" problem was suggested by Rosemary DeGraff, Winnipeg Eaton copywriter who writes radio, television and stage plays in her spare time, "You must make a writing plan and stick to it. You have to be determined, because writing is a lonely craft — no one can do it but you."

One who sincerely plans to write a book will practice the brutal discipline of sitting before the typewriter whether or not he hears the call of the Muse. He will budget for a number of foolscap sheets a day, and won't be satisfied until they are full.

"Some days," said Collins, "it's harder

than others. Some days forcing oneself doesn't work, but sometimes it does." The key point a novice never believes is that "writing for most of us is hard work, physically and mentally. If writers say it's easy, then view them and their products with suspicion."

Prepare and Practice Now

Once you, as a future author, recognize writing requires budgeting and that drive and determination are paramount, you are ready to forge ahead. Two paths are open.

First, you can plunge into your book and hope it will materialize into a saleable parcel. Only a few writers have scored successes with their first written words, but you might be among this minority.

Mrs. Shipley cautioned that most beginners have good story ideas but don't know what to do with them. New writers need to follow the second path where an apprenticeship period as a freelancer or reporter is served, to learn the intricacies of molding 60,000 words into one exciting package.

Editor Collins emphasized it is useful to write many less ambitious things such as short stories and articles for newspapers and magazines, where the mechanics of writing are conquered and you discover that "while

your every word may be a pearl to you, it isn't to everyone else." Writing under the guidance of a tough editor is also excellent preparation for the "great shapeless mass that lies behind every book."

What Do You Write About?

"Have something to say; something that will interest other people," Collins stated. The scope of story ideas is as vast as your imagination but the really critical thing, if one is to be realistic is, "What will sell?"

Visit the library to see what articles have been published over a two year period in selected magazines and newspapers. Study the handbooks which list markets for articles and describe the types of stories desired.

Editors from two major western markets described what they look for in story content.

The Winnipeg Free Press Saturday Magazine Editor buys articles with a different twist, away from the obvious, on happenings in Manitoba, interesting people, new

aside in favor of buoyant conversational discussions with the reader.

Those who wish to develop their writing abilities should attend the 12 session course on magazine article writing at the University of Manitoba beginning in September. Subjects covered include: effective writing devices, arousing and holding reader interest; research; organizing material; developing good style; and writing for various editors.

Ultimately, writers learn they must write to please one person — the editor — and authors must strive to please the publisher.

One publishing house explained they look first for content and style. While Canadian history is this company's main interest, they also want to build a balanced list of fiction, non fiction, and children's books. "We like to encourage new writers whom we feel have submitted an excellent piece of work in their field. Well-written, topical content will gain the most consideration for publication."

You Are Ready to Write a Book

First-book authors follow a general procedure:

- *Resolve you are going to complete a book.

- Budget your time and set deadlines.

- *Research the subject thoroughly at the library and conduct personal interviews. Learn all you possibly can about the subject.

- *Develop an outline for the book, chapter by chapter, in detail. You may want to enrol in Nan Shipley's 10 session evening course on novels. Beginning in September at the University of Manitoba, participants discuss the formation of a novel and receive guidance in the shaping of their stories.

- *Write the entire book and submit it to a publisher where it will be examined by a number of readers. Addresses of publishers are listed in the reference section of the library.

- *If your story is rejected by one publisher, try another until it is accepted. When a book seems to have promise, a publishing house will offer suggestions for improvement. Rewrite and submit again.

- *The author and publishing editor work together to produce a successful book.

- *Your book is printed, bound, distributed and promoted. The whole procedure, from research to print, may take from one to three years.

What Are The Rewards?

Authors usually receive 10% of the retail selling price. Rich monetary rewards come if the story is picked up by magazines or movies, but very few books by Canadians have had such success.

"If a person is looking for big money in a hurry, he should try selling insurance," Collins quipped.

The substantial reward for many an author, he concluded, is the "never ending childish thrill of seeing his story come out in print."

Canadian Books for Businessmen

Located in the Store Library
8th Floor, Personnel Office.

Open 1:00-2:30.

Two week loans with renewals.
Librarian: Mrs. Wynne Grant.

Principles of Economics and the Canadian Economy

by Ruben Bellan

Mathematics of Canadian Finance

by H. H. Ferns

Canadian Business Handbook

by Dorothy Newman

12 Steps to Effective Writing

by Berton Robinson

How to be a Successful Retailer in Canada

by Harold Shaffer

Fundamentals of Retailing

by Harold Shaffer

Popular Canadian Books Worth Reading

Available at Eaton Book Counters
or Public Libraries

Quebec in Revolt

by Herman Buller

Scott Young Sports Stories

by Scott Young

Courage of the Early Morning

by William Arthur Bishop

Laurier

by Joseph Schull

Canada the Uneasy Neighbour

by Gerald Clark

Westviking

by Farley Mowat

The Trial of Steven Truscott

by Isabel LeBourdais

The Comfortable Pew

by Pierre Berton

Eskimo Sculpture

by George Swinton

The Critical Years:

The Union of British North America
1857-1873

by William Morton

Why Shoot the Teacher

by Max Braithwaite

The Icelandic People in Manitoba

by W. Kristjanson

By Their Bootstraps

by Muriel Clements

Red River Shadows

by Olive Knox

The Restless Church

by William Kilbourn

How the World Grows its Food

by Betty Nickerson

Is Christendom Christian?

by Elizabeth Green

The Man Who Had to Hang:

Louis Riel

by E. B. Osler

ian Books

processes, and unique holiday happenings.

The CBC Public Affairs Programmers want topics ranging from historic events to today's news. Unusual personal experiences, or opinions on controversial subjects are especially welcome.

Miss DeGraff suggested subjects can be adapted to various kinds of markets, whether for radio narratives, television plays, magazine features, children's stories, or newspaper articles. "Don't be afraid to experiment with each kind of manuscript," she stressed.

When you have a story idea, choose the most suitable medium and send a one or two page typed and double-spaced outline to the editor. Neatly summarize the proposed article: its title, its theme, its highlights and some outstanding anecdotes.

Robert Collins cautioned, "Put the same journalistic skill into an outline as you would an article." Your submission will be judged largely on the merit of this first draft.

Once an outline is accepted, you proceed with the complete article.

"Tell your story simply, coherently, and with a freshness and style that is your own," said Collins.

Nan Shipley agreed. "If your feeling about a story is so strong you want to share it with others, your own style will come through." She added, there have been many fine articles and books written which failed to sell because they lacked one important ingredient — entertainment.

Many writings fail because they resemble old-fashioned essays based on high school English. Fancy literary style should be put



Tom Scott and Ted Black keep one another honest.

SPORTS NEWS

by DOUG BRAULT

In the Sports Spotlight

This month we spotlight two distinguished presidents, Ted Black and Tommy Scott.

Ted is the President of the Eaton Tuesday night Bowling League, who along with his executive, plans the various activities of the club to make it most enjoyable to the participants.

Tommy has the honor of being the President of the Winnipeg 5 pin Bowling Association which encompasses the city and provincial championships, various bowling tournaments, registration of the numerous leagues in the city and development of Junior Bowlers.

A great deal of bowling interest is shown in the public schools. This is chiefly due to Tommy and his executive as they provide competent instructors and set up leagues and tournaments to encourage the children to take up the great sport of bowling.

Tommy and Ted are both former members of Eaton's Divisional bowling championship teams. Their tips to Eaton bowlers are to relax, take your time, concentrate on your shot, follow through, practise to improve and above all keep an even temper.



Families Have Bowled 7000 Years

Bowling is commonly referred to as the "Family Sport" and historians have proof that it was that way even 7000 years ago.

Polynesians of the South Sea Islands participated in an ancient game called "Ula Maika" in which they rolled polished stones along paths at objects 60 feet away — ironically, the exact distance from the foul line to head pin in today's game of bowling.

Bowling at pins originated, not as a sport, but as a religious ceremony in the 3rd and 4th centuries in Germany. Parishioners in the cloisters of cathedrals rolled a ball at a pin called the "Heide" or heathen. If the thrower knocked down the pin it was said he was leading a good and clean life and was capable of slaying the heathen. A miss indicated that more faithful attendance at church services was necessary to improve his aim.

German nine-pins is probably the root of ten pins and the German "Kegel" which means bowl, still is widely used in referring to both the game and the players.

Bowling in North America started in 1650 and by 1840 the game was coming into disrepute because of the gambling influences that pervaded. Thus bowling nine pins in a diamond formation was prohibited by law. In order to circumvent the law an unknown enthusiast added a pin and arranged the ten pins in an equilateral triangle.

From ten pins other types of bowling games have developed such as 5 pins, duck pins, candle pins, 3-11-33, straight five, lawn bowling.

Bowlers Prepare for Roll Offs

The various Eaton Bowling Leagues are in their final weeks of play with a number of players and teams coming on strong.

Henry Guenther won a cash prize in the Western Canada Booster event, bowling a high triple of 932.

A thousand to one chance was the odds against Hilda Cousins when she spared a head pin — try it sometime.

The "Rockets" were the hottest team this past month coming up with a high team triple of 3606 and a high team single of 1356.

Roll offs for the Tuesday night league will be held on April 26 with the Banquet and Dance at the Fort Garry Hotel on May 7 to wind up the season.

Tickets for the Dinner and Dance will be \$3.75 per person and for the Dance only \$1.00. The Banquet will start at 7 p.m. and the Dance at 9 p.m.

Tickets for the Bowlers and their friends can be obtained from the following:

Catalogue Building — Tom Scott, Customers' Relations; Clarence Saunders, Order Preparations.

Store — W. Taggart, Drug Dept.; V. Swiderek, Basement Men's Clothing.

WE DON'T SEEM TO BE DOING TOO WELL. Left to right: Siggi Sigvaldson, Bill Taggart, Steve Monchak, Jean Bennie, Cliff Craigie.

Saskatoon Bowlers Shine

Saskatoon's Club Championship will be decided this month by a playoff between the Solars, Tecos and Braemores.

Current leaders in the various competitions are:

Ladies' High Single	
Verna Hogan	322
Ladies' High Triple	
Linda Laxdal	778
Men's High Single	
Mel Zimrose	361
Men's High Triple	
Mel Zimrose	881
Team High Single Record	
Berkleys	1273
Team High Triple Record	
Berkleys	3572
Ladies' High Averages	
Linda Laxdal	203
Marie Gallagher	184
Hazel Johnson	182
Men's High Averages	
Mel Zimrose	212
Art Callaghan	204
Merle Johnson	200

The Eaton Mixed Bowling league, consisting of Ten Teams, bowls every Tuesday evening, competing for prizes in various categories.

Fishing Derby to Draw Large Crowd

Eaton's Angling Club will hold its annual Fish Derby at Shoal Lake (Indian Bay) on Monday, May 23. Up for grabs is 250 silver dollars in prize money with \$100 going to the person who snags the biggest fish.

Fishing enthusiasts are invited to meet at the Greater Winnipeg waterworks station in St. Boniface in time to hop on the train before it leaves at 5:00 a.m. Fare for adults is only six dollars and children under 12 years may travel for half price.

A crowd of 200 Eaton employees and their families is expected. Those who wish further information should contact John Bay in Shoe Repairs.



Front Row: left to right — Fred Pilcher, Gordon Nicholson, Sam Frederickson, Jim Hamilton, Herbie Brown, Jack Scribner.
Second Row: Gordon Green, Bill Miller, Jack Justice, Gil Gusdal, Bob Houston, Mac Hillman.
Back Row: Ed. Fedeniuk, Leitch Stewart, Dick Keynes, Morley Macfarlane, Cliff Butler.

Brandon Subdues Dauphin

The nineteenth annual curling competition between the Brandon and Dauphin stores was held at Onanole March 13. After some keen and sociable curling, Brandon came out on top, to score their eleventh win in the nineteen year event.

Sports Success Comes to Many

Terry Braunstein and his Rink won four new cars in a recent Charleswood Bonspiel.

Bill McIlvenna skipped his Rink of Bob McDowell, Marg. Robinson and Danny

Trochim to an "Eight Ender" in the Eaton Service Building Curling League.

Another "Eight Ender" was scored at Moose Jaw with Jack Matheson and Don Gillies of the Moose Jaw Store on the Rink.

Danny Tomes played 3rd on one of the event-winning teams in the recent Winnipeg Men's Bonspiel.

Shirley Mabon is sporting a new suit from the proceeds of \$125 her bowling team won in the Western Canada Novelty Booster Bowling Event.



Klink Rink Wins Championship

The Regina Eaton Mixed Curling league wound up a very successful season with a Banquet at the Legion Hall to honour its Champions.

Winning the Club Championship was the Klink rink, left to right with Errol, Skipping, Elsie Schram, 3rd, Bob Schumaker, 2nd, and Grace Rutski, Lead.

The runner-up Trophy was won by the W. Pringle Rink with, left to right Wally, Skipping, Doris Pitman, 3rd, D. Greiner, 2nd, and D. Hanofski, Lead.



Executive members of Ladies' Golf Club show keen interest in the new Truline Clubs. The larger golf ball is meant to improve their game.

Ladies Plan Opening Golf Field Day

Nellie Nichols, President of the Ladies' Golf Club announced an opening field day to be held at Rossmere on Wednesday, June 15.

The club Professional will instruct the ladies in the fine points of the game, with tips for novices and more experienced players.

A mixed Two Ball Foursome with the Men's Club is also planned to take place in August. All Eaton Ladies are encouraged to shine up their equipment and join the fun. Applications will be distributed in the departments.



Golf Executive add new A. R. Tucker Trophy to their 1966 plans. Left to right: Arnie Monk, John Mainella, Kline Virtue, Tommy Weston.

Mainella Elected President of Men's Golf

The Eaton Men's Golf Club elected John Mainella, President, at the annual election of Officers for the 1966 season. John will be ably supported by Jeff Ross, Vice-President and Tommy Weston, Secretary-Treasurer. Representatives for the store will be T. Creran, V. Swiderek, Colin Lowther and Ken Whitney; for the Catalogue, W. Hancock, T. Scott, W. Maskell, A. Inglis, and D. Thrush; for the Service Building, Ed Lane and for retired employees, D. McFadzean.

Of interest to the golfers present was the new A. R. Tucker Trophy generously donated to the club by the Divisional General Manager. This trophy will be awarded to the low gross player in "A" class. Of further interest was the latest in Truline golf clubs and bag guaranteed to knock 10 strokes off your game.

Kline Virtue, immediate past president, announced that a stag will be held to open the season at 8:00 p.m., April 28, at the Scott Memorial Hall. All men are invited.

Prizes Flung at Spring Fling

When 150 Saskatoon Eaton employees gathered March 5 for bingo, dancing and a smorgasbord, the excitement of spring prevailed. Highlights during the evening were awards of merchandise to lucky winners.

Staff who received prizes were: Vernock Gunther, Mr. and Mrs. Metanczuk, Vera Wasden, Al Lagasse, Maurice Polard, Claire Brodkrob, and Mrs. Ann Kincaid.

Guests who won beautiful gifts: Mr. and Mrs. Gordon Warr, W. R. McFarland, Ivy Nicholson, Mrs. Jen Harrison, Sophie Wilson, Mrs. Dave Maher and Bill Creswell.



Customers Praise Brandon Staff

LETTERS LAUD COURTEOUS SERVICE

Top picture — The Brandon Catalogue Office Staff offer quick, efficient assistance: (left to right) — Mrs. E. Lacey, Mrs. A. Bjarnason, Mrs. M. Hammer, Mrs. M. Sharratt and Mrs. E. Lysack.

Centre picture — Lingerie purchases are made easy by: (left to right) — Mrs. E. Liggett, Mrs. N. Old, Mrs. E. Cathcart and Mrs. M. Carey.

Bottom picture — Dining is a pleasure at Brandon with the service of: (left to right) — Mrs. J. Lawson, Mrs. B. Bulmer, Mrs. M. Heudebrouck and Mrs. N. Bach.

Furs Breathe and Grow Wrinkles - Require Proper Care

Just like human skin, furs used in coats breathe and grow wrinkles. Pelts reflect the amount of wear, tear and care given to a coat. Proper storage during hot, humid months can mean the difference between smooth, glossy furs and ones which are dull and cracked.

If stored at home, fur coats should be hung free from other garments in a dark, dry place, explained Stan Mathias, Fur Storage Supervisor. Heat dries the leather, making it lumpy and stiff. Dampness attracts mold.

He emphasized coats should be left uncovered, hanging where there is plenty of air circulation. They should be shaken and freshened up twice a month. Surrounding baseboards should be sprayed with moth repellent, he said, but sprays should never be applied directly to furs.

Mr. Mathias noted that moth larvae are difficult to detect in furs, and can only be killed by a special gas treatment administered at modern storage operations. All coats stored at Eaton's are placed for 24 hours in a gas fumigating chamber where not one tiny moth could hope to survive.

Coats are then stored in a spacious temperature-controlled, rubber-sealed vault where fresh air circulates continuously. Here they are safe from fire and flood, heat and dirt, damage and theft.



Princess Mary Lou Ranson and Snow Queen Janice Maywood, both from Eaton's Ladies' Wear, ruled the Moose Jaw Winter Carnival March 5. The Queen's Mother, Mrs. Verla Maywood, Eaton's House Wares, was especially proud.



Joe Laxdal, Saskatoon Advertising and Display Supervisor, and a newcomer to the city, was recently elected president of the Saskatoon Sales and Advertising Club. He will attend the Canadian Convention in Edmonton this June.

Jennifer Murphy won the 8-day "Go-Go" high school contest held in Moose Jaw's new College and Career Shop recently. F. W. Harrington, right, presents the trophy while Ted Hawkaday, broadcasts the event over CHAB Radio.



Salute to 40 Years Service

A. E. Smith, W338, May 1.
James E. Carson, W33R, May 17.
Jack Bremner, C.O.D. Cashiers, May 27.

Quarter Century Club Members

L. L. Odell, Kamloops Manager, Jan. 23.
Miss Mary Moore, Catalogue Adjusting, May 5.
Joseph S. Reid, W272, May 5.
Gordon J. Campbell, W260, May 10.
Clifford O. Cripps, Brandon 379, May 12.
Miss Edith May Haley, Customers' Accounts, May 12.
Miss Doris Horn, W909, May 12.
George McDonald, Delivery, May 12.
Henry V. McLean, Prince Albert, Group Sales Manager, May 12.
William A. Wark, Dispatch, May 12.
Leonard Ferguson, Exchanges, May 19.
Miss Mildred G. Hamilton, Merchandise Display, May 19.
Miss Betty Ralph, Printing, May 21.
Guy T. Cancilla, W228, May 22.
J. W. O'Kapike, W141, May 23.
Mr. John R. Ross, W312, May 26.

Best Wishes on Your Retirement

Mrs. H. Cameron, W132B, 13 years.
Miss R. Bardal, W102, 38 years.
W. G. Cherrett, W172, 38 years.
Miss J. Owen, W224, 37 years.
Mrs. Nellie Campbell, W1109, 17 years.
BRANCHES:
J. Speers, V70M, 39 years.
T. Sides, Regina 132, 39 years.



A little ingenuity brought more than \$60 in March to Annette D'Angelo, Port Arthur. Al Jason, Credit Supervisor, approves of her thoughtful way to welcome new citizens to the Lakehead . . . with an Eaton account.



Winners in the Regina Employee Shopping contest receive prizes from A. L. Best, left. Winners from left to right: Mickie Kaminski \$15, Ruth Bennett \$25, Bert Kainz \$15, Ruth Grasley \$10. Not pictured: George Cargo \$25 and Don Grasley \$10.

Gopher-Broke Auto Rally Open to all Eatonians

Whether you drive a Model T or T Bird, you could win one of three prizes in the Eaton Auto Rally, May 29.

This new sports adventure is not a race, but a competition of steady, exact driving following a complicated route with timed check points. Both men and women are welcome to join in the fun. A team will consist of a driver and navigator, one of whom must be an Eaton employee.

The only costs are enough gas to finish the 75 mile course, a sharpened pencil, and wristwatch. You receive in return, free of charge, a day of excitement, fellowship and laughter.

The rally is limited to 150 cars. Watch for application forms being distributed throughout the store; form your team; and sign up early. Manitoba Rally Champion, Ken Von Platen, will explain the procedures at rally schools to be held in May.



AFTER HOURS

Tapesponding Takes Art to Paris in Minutes

Some people take 30 days to go around the world, but Art Coppen can visit all continents in just one evening. He simply pulls out recordings from tape-pals in France, Zambia, New Zealand, Japan, Scotland, or any one of 21 countries on his friendship list.

Art became a tapesponder and member of the World Tapes

for Education Club over one year ago. Since then he has exchanged news and views with 32 people around the globe, via two hour tape recordings.

"It's surprising how much you learn about other countries," Art said, "and you have to keep on top of Canadian happenings too."

His wife and youngsters are richer for the experience as well, following discussions with tape-families about geography, customs, flowers, animals, household tips and daily activities. The Coppen stamp and coin collection has improved considerably, after finding several families with similar interests.

"We feel very close to these people," Art explained. "My family and I are very proud to call them our friends."

And friends they are indeed. When baby Dawn Coppen was born two months ago, cards and gifts arrived from the world over. When 5 year old Heather was gravely ill in the hospital, she and the family were well supplied with prayers and cheer. And whenever the Coppen's feel a need for laughter, two fellows from Ireland provide a storage cabinet of carefree frolic. "I'm sure they could even make the Sphinx laugh," Art chuckled.

The Coppen's recommend tapesponding as an inexpensive hobby (costs include a tape recorder, tapes and postage) which yields priceless rewards.

Anyone interested in meeting people in other countries through tapesponding, should write to World Tapes for Education, P.O. Box 15703, Dallas, Texas 75215, or contact Art in the Lower Priced Store Shoes.

The Tapesponding Coppens left to right: Dean, Heather, George, Art, Luverne and baby Dawn.

